

“ If an idea isn't disruptive enough to protect your business, it's only adding to the white noise in the background and anyone can simply sidestep your IP. ”

- Shmuel Silverman



## Shmuel Silverman

Shmuel Silverman brings years of leadership experience in Telecommunications, Internet technologies, Internet of Things, and Artificial Intelligence. Principal in Bay Area firm Multi Innovation INC, he is an inventor first, with over 145 patents & disclosures. He has co-founded and sold successful companies, and led advanced technology teams of researchers, developers and marketers at two global icons. His work has directly generated innovations and protected hundreds of millions in profits. Silverman is a strategic, trusted advisor to attorneys, M & A specialists, and entrepreneurial CEOs. He is also an in-demand technology expert witness defending companies such as Google, Juniper, Cisco, Avaya, HP, Ericsson, Samsung, Apple, Microsoft and more.



MULTI-INNOVATION  
Business<sup>IP</sup>

## Speaking Topics – THE GAME CHANGER

**IP is BIG BUSINESS** worth protecting and time is not on your side.

The potential value of Intellectual Property is far greater than most innovators realize...billions in litigation & licensing per year. The reality is that even with patents in place, it is difficult to keep a leg up on the competition. Of all the patents being processed each year, you can be sure some of them are related in some way to your innovations even if they are not exactly the same idea, so if you are solving a real problem, time is not on your side.

**Patents often FAIL TO PROTECT** the value of a business

Protecting a specific technology with patents does not necessarily translate into protecting the potential value of the overall business opportunity. The reality is, your IP brings you little value if others can circumvent it. We define a new way to value patents based on the extent to which they protect the value of the problem being solved rather than the value of the specific technology being used to solve it.

**The GAME CHANGER** is to protect your **BUSINESS** leveraging IP.

Imagine if you controlled your business opportunity as if you had a monopoly? With the right patent portfolio, you can. When your IP protects the overall value proposition rather than the specific technology, you can completely change your game and create a whole new world of possibilities.